

NEW SALES PLAN HELPS BUYERS FIND HOMES IN ORANGES

Multiple Listing System Adopted in Fine Suburban District of Jersey Offers to Each Homeseeker and Seller Combined Services of All Members of Board of Realtors --Section Was First to Try Out Method in the East

There are few dwellers within the metropolitan area who are not more or less conversant with the residential advantages of the Oranges. Long before housing families and own your own home campaigns were heard of these delightful Jersey communities, so convenient to New York, were already drawing their quota of residents from the city. During the last few years the scurrying about for homes has sent thousands upon thousands of persons into this suburban section with a voracious appetite for practical information regarding train service, prices, educational and recreational facilities and the other cardinal considerations that are supposed to influence the prospective homeseeker in his choice of a location. Then, too, the fine automobile routes that wind their velvety way through the Oranges have sent many a tourist or pleasure rider on his way with a clear out impression of the beauties of the countryside.

It is no longer a matter of news, therefore, to recall the fact that East Orange is eleven miles from New York, has miles of fine streets, rows of well built apartment houses and beautiful private homes, many splendid schools and churches, and can be reached by the Lackawanna Railroad in thirty-five minutes from the Cortlandt street terminal of the Hudson and Manhattan tubes; that West Orange can be reached on the Erie in approximately thirty-five minutes and cherishes within its confines the famous Llewellyn Park, far famed as a restricted residential area; that South Orange is sixteen miles from Wall street, has well planned playgrounds, with swimming ponds and courts for the children, together with golf, tennis and country clubs of national fame right in its midst, and that it can be reached on the Lackawanna from Cortlandt street in forty minutes; or finally that Maplewood, situated on the slope of the Orange Mountains, seventeen miles from New York city, likewise has its share of ideal homes, schools, churches and recreational facilities, and can be reached on the Lackawanna in forty-five minutes from Cortlandt street.

These facts have all been mulled over many times before, and if the truth were known they could probably be repeated verbatim by the majority of home seekers. Their very prosiness would seem to detract from any attempt to portray the many allures of the section.

There is one big, important thing about the Oranges, however, that has not as yet become a matter of common knowledge. Few laymen know that since November 1, 1921, the district has been a laboratory for an experiment which certain enthusiastic realtors declare will some day revolutionize the transaction of the real estate business throughout the country. The experiment already has been tried successfully in the West and it remained for the realtors of the Oranges to apply it to conditions that exist in the East. It is called the Multiple Listing System, and is the broadest possible lines.

Just five months have elapsed since the first of the Oranges, Orange and Maplewood put the Multiple Listing System into effect, but the results in that time from the standpoint of actual sales, closed deals, and the like, are that other communities throughout the East—and several of them big cities, too—have manifested an earnest desire to know all about this method under which an owner who offers his property for sale secures the combined services of every member of the real estate board. Albany, according to report, is about to give the plan a try, and it is ready to adopt it. The real estate board in Syracuse is also making serious inquiries regarding the advantages of the system. Last April eight States were using the Multiple Listing System. To-day over fifty have put it into effect.

Moreover, the National Association of Real Estate Boards has been advertising the merits of the plan among its members.

In substance the plan is this: An owner who wishes to offer his property through a broker who is a member of the real estate board signs an exclusive listing contract, not with the broker, but with the real estate board, which reserves the right under the agreement to claim the commission if the property is sold by an outsider within the specified period. The broker in whose hands the property is first placed is the listing broker. He sends the contract into the headquarters of the real estate board, which in turn sends a minute description of the prop-

erty offered, together with the price and all other essential details, to every other member of the board, so that within twenty-four hours every property listed for sale within the entire district covered is, technically speaking, being offered for sale in every office of every board member in town. The broker eventually makes the sale is called the selling broker and under the plan adopted in the Oranges he gets 70 per cent. of the entire commission. The listing broker gets 30 per cent. and the board claims 5 per cent. to cover its expenses. If it so happens that the listing broker makes the sale he gets 95 per cent. of the commission and the board claims 5 per cent. of the sale price.

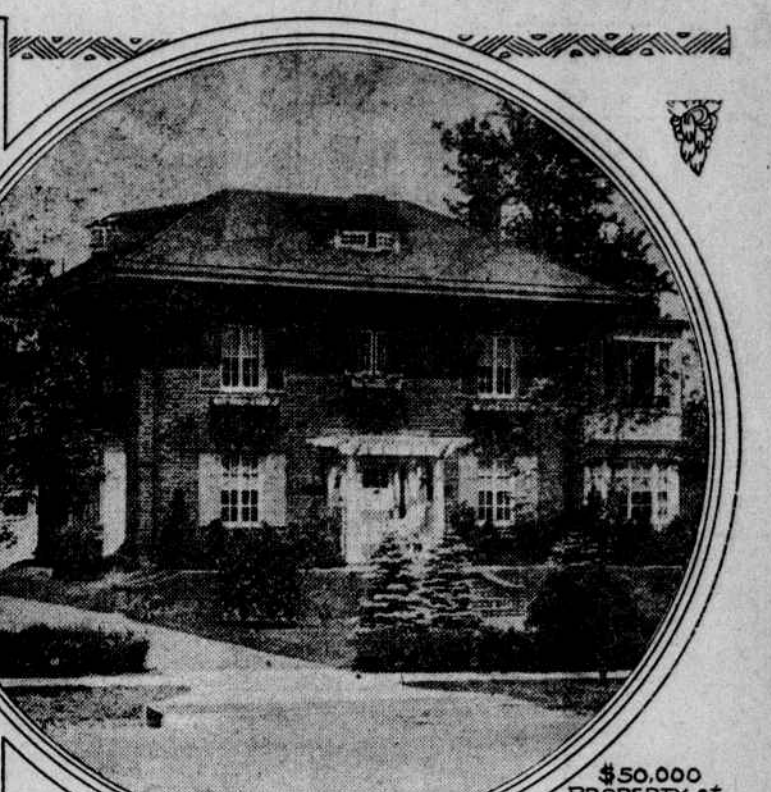
The scheme as it has been applied in the Oranges has saved for the community many prospective residents, who, under the system of individual effort, would often describe the kind of home they wished to buy to one or two brokers and then, not being able to get immediate results, would go on to some other town. Under the system in effect now every member of the Board of Realtors of the Oranges and Maplewood is in full possession of data concerning practically every available property in the district and there is no longer any reason why a broker in East Orange, for example, should let a prospective buyer slip through his fingers merely because the type of property desired can be found in South Orange only.

Then there are other obvious advantages in the system. For one thing, an owner is forced to deal fairly with his broker and is absolutely prevented from cheating the latter out of a commission by selling the property through a second

MRS. KEINATH DAVEY'S HOME OF OLD ENGLISH DESIGN AT 84 DURAND ROAD, MAPLEWOOD, BOUGHT RECENTLY BY EDWIN DODGE OF EAST ORANGE



NEW HOUSE PLANNED FOR THE MAPLEWOOD COUNTRY CLUB KENNETH W. DALZELL, ARCHITECT



"HOMES WITH FIREPLACE" ON PARK END TERRACE, EAST ORANGE, SOME OF WHICH HAVE ALSO BEEN DISPOSED OF UNDER THE NEW COOPERATIVE SELLING PLAN.

of these houses was sold recently under the multiple listing system by Mrs. Georgiana Sprague to Joseph Mulford through Frank H. Taylor & Sons. Several of the "homes with fireplaces" built by Crowther & Homer on Park End Terrace within recent months have also been sold under the new system by Frank H. Taylor & Sons in conjunction with the Raymond Connolly Company of South Orange. Among other interesting deals negotiated recently by the Taylor firm in East Orange is the sale of the property at 17 North Harrison street for Charles H. Thorpe to Adolph Levy, who will erect a \$20,000 office and store structure. The George F. Mack Company was associate broker. The former home of J. W. Alford at 34 East Park street has been sold to George H. Seymour of Montclair. Wm. Alfred I. Manson the brokers also sold the residence of Clarke G. Dalley at 144 William street to Charles S. Orben and the two family residence at 457 Park avenue for Frank MacKain to Minnie Wagner Lenz. Other deals include the sale of the residence of Sarah A. Hough at 1121 North Walnut street to Calvary Church for a parish house; the residence at 172 North Arlington avenue for Frank E. Perkins to Mrs. Sarah A. Hough, who will occupy. H. C. Case has sold his home at 29 Euclid avenue, Maplewood, to C. H. Bennett, Jr., through the same brokers associated with the J. Charles O'Brien Company. Mary A. Smith has sold her residence at 25 Baldwin street, East Orange, to Dr. Andrew MacCowan, dentist. Former Councilman Howard Marshall has purchased the residence of Frank E. Holden at 54 Glenwood avenue and Mr. Marshall has sold his home at 230 Glenwood avenue to Augustus W. Perkins. Mrs. Georgiana A. Sprague has exchanged her home at 27 Irving street for the two family house at 2 Summit street owned by Ernest M. Handy. The Crowther & Homer Co. has sold two houses on Park End terrace to W. H. Hamilton and A. R. Lichtner and with Dudley & Bauer, brokers, the residence of Walter H. Canfield at 125 Washington street has been sold to George W. Brooks.

New Plan for B. R. T. Trains to Astoria and Corona

A new scheme has been advanced to bring about the operation of B. R. T. trains over the Astoria and Corona extensions of the dual subway system. These lines now run to the Queens Plaza in Long Island City because the B. R. T. cars are 12 inches wider than the I. R. T. trains and the platforms on these extensions were built to accommodate the narrower cars. Various plans for the solution of this problem have been considered in the last two years, but the latest one is to provide narrower cars to fit the B. R. T. tracks run from the Fifty-seventh street station through the East River tunnel to the Queens Plaza and thence to Astoria and Corona.

This will involve a transfer by passengers from the B. R. T. trains at the Fifty-seventh street station instead of at the Queens Plaza station, which earlier plans called for. It is said that the structural changes which would be necessary would involve less time and expense by this method than by any other yet proposed.

Under the previous schemes for laying separate tracks over the Astoria and Corona extensions to accommodate the wider B. R. T. cars were worked out on a practical basis and the litigation in the courts over the question as to which company shall pay the costs of the changes are settled, a transfer of passengers either to the I. R. T. at the coast of another fare or to a B. R. T. shuttle train will be necessary.

It was learned yesterday that this narrow car train proposal is being considered by the Transit Commission, engineers and by the Queensboro Chamber of Commerce. It has not yet reached the stage where either body would enter into a discussion of its merits or demerits. It is believed, however, that it stands the best chance of adoption of all the proposals that have been made.

two flights equally as long. And this in spite of the fact that the trains of the two lines come in on tracks that are only a few feet apart on the upper level of the Plaza station.

In order to avoid this strenuous physical transfer it has been proposed that a gap between the tracks of the two lines be bridged by a platform and the ticket booths be placed on the upper level, thus obviating the necessity of descending and ascending the heart-breaking stairways.

BUCKINGHAM HOTEL IS SOON TO BE TORN DOWN

Once Reflected Glory of 'Age of Innocence.'

The Hotel Buckingham, at the southeast corner of Fifth avenue and Fifth street, one of the best relics of the Victorian age in New York, will be torn down after June 1 to make room for the new \$1,000,000 store of Saks & Co. The hotel was built in 1875 by George K. and was regarded as the last word in hotel elegance. Other Fifth avenue hostilities were splendid, but the Buckingham was the haven of fashion and exclusiveness. It epitomized the "age of innocence" in Gotham. When it closes its doors many a representative of the families that flourished in that era will regretfully leave this haven of untroubled respectability. Among its notable guests during its existence as one of the institutions of Fifth avenue were Admiral Dewey, Gen. Nelson A. Miles, Grover Cleveland, former President Frederick S. Smythe and Don Pedro, the last Emperor of Brazil. Former Gov. Charles S. Whitman was married there and some of the Vanderbilts have lived there. Theobald T. Holston, president of the Farmers Loan and Trust Company, and Edward Harris, president of the Northern Pacific Railroad, have made it their home. Fuller & Case regarded as the last man. Since 1910 the Koez estate, which owns the property, has managed it. It is from the Kent heirs that Saks & Co. are leasing the ground site.

\$10,000,000 Rent for Site

Of course many economic factors have helped to stimulate buying. For one thing the price of improved property in this area has dropped approximately 20 per cent. from the price peak of 1920. For instance, homes that sold for \$15,000 in 1921 are bringing about \$11,500 to-day. Coincidentally building prices have dropped to a corresponding degree, and the builders having less work to do are more anxious to please. Consequently buyers are getting better houses for considerably less money than they did in 1920, and knowing this they are on the alert for bargains. Mortgage money is easier to obtain, materials are down probably as far as they will go for some time to come and the supply of labor here is ample. "In fact, all these facts it is no more than to be expected that builders should not only turn out better houses but should put them up more expeditiously. In the Oranges builders are now erecting in four months the houses which required nine months in 1921. This added speed is, of course, throwing a number of new properties on the market and in that way is increasing the number of potential sales.

TO MAKE CONVENT OF EAST 45TH ST. HOUSES

Plans have been completed by the architect, Edward F. Flanning, for an extensive alteration to the five-story houses at 217 to 225 East Forty-fifth street, owned by the Order of Franciscan Missionaries of Mary. The plans call for the extension of the front of the present buildings to the building line, with the erection of a new front of brick and limestone carried across the five houses giving the appearance of a model cooking class room, laundry, auditorium, nursery and kindergarten rooms, and on the top floor there will be domestic science rooms, including a model cooking class room, laundry and sewing and sitting room. The two eastern buildings will be remodeled into a convent for the Sisters, with a private chapel in second story of extension. In the rear will be a large playground for the children. The building is expected to be ready for the fall of 1922, and the cost of the work is estimated at \$100,000.



The Grand Central Terminal zone, in which many of the largest office buildings in the city have been erected during the last two years, is to have another imposing addition to its family of skyscrapers. This twelve story structure is to be erected by Webb & Knapp on the block front (south side) of Forty-seventh street, between Madison and Vanderbilt avenues, on a site leased from the New York State Realty and Terminal Company, through William A. White & Sons, for sixty-three years for a net rental of \$10,000,000. Cross & Cross are the architects.

ordinance in South Orange limits the erection of two family houses to practically two streets or to an area of about 5 per cent. of the entire village. "In East Orange and in Orange there is more two family house construction and several apartments are under way. In West Orange some medium priced one family dwellings are going up ranging in price from \$8,000 to \$12,000.

"Of course, as I have observed, natural conditions were largely responsible for all this activity, but comparative records prove that these new properties would not be disposed of so rapidly if it were not for the efficiency of the multiple listing system. Moreover the system has shown itself to be more than self sustaining and is paying all its expenses with the share of the commissions allotted to the board."

Whichever factor may deserve the greatest share of the credit the activity

is evident to any one who goes through the Oranges with his eyes open to-day. Of course the bulk of the new work is in South Orange and Maplewood, for the older communities of Orange and East Orange are already intensively developed and comparatively little land is available in those centers for new home enterprises. One of the most interesting projects in South Orange is the group of houses to be known as University Courts which George H. Becker is putting up on the Seton Hall property. The tract has been cut up into seventy lots and fifteen of the houses are already under way. They contain from six rooms with one bath to nine rooms with three baths, and are to sell for from \$14,500 to \$22,000. Three have already been sold from plans.

In Maplewood, where property values are comparatively low, completed houses are scarce and there is nothing to rent. The new housing is practically all in the nature of dwellings ranging from \$15,000 to \$40,000 in price. There are many other signs of growth and progress in this charming little mountain community, however, and by no means the least of them is that the Maplewood Country Club has completed plans for its new clubhouse and its eighteen hole golf course, which is ready under construction. The necessary \$100,000 having been raised before the club could proceed with this work it is only a matter of time.

The smart two and one-half story building will be an actuality. It will contain three pairs of bowling alleys, squash courts, a billiard room, a gymnasium, a golf club room and an auditorium on the ground floor where theatricals may be held. The seating capacity of this playhouse will be as great as that of the Belmont Theatre. The house was designed by Kenneth L. Dalzell of the Fred L. Dalzell Company.

The type of apartment construction that has been going on in East Orange during the last year is well illustrated in the row of multifamily houses on Park avenue, near Prospect street. One

HOME BUILDING BRINGS ADVANCE IN TIMBER

The noise of hammer and saw is increasing throughout the country, attended by a slow but sure gain in bookings of orders for lumber. Sales, not only by manufacturers to retail dealers by retailers to ultimate consumers, are expanding, although, according to the American Lumberman, the market is not spectacular. Most retail lumber companies now conduct service departments to aid their customers in planning homes, and reports from all over the country indicate that they were never busier than they are to-day. People everywhere are thinking of building, and while in many cases their desire for homes has not yet resulted in the starting of construction, the number of operations in progress is steadily becoming larger. Purchases of lumber in the meantime are increasing, accompanied by a price advance here and there on specific items for which there exists a strong demand. Generally speaking, the market remains firm, and there is every indication that the volume of trade will continue to expand. For the first eleven weeks in 1922 the National Lumber Manufacturers' Association reports the following "vital statistics": In board feet: Production, 1,597,462,627; shipments, 1,556,536,892; orders, 1,908,072,801.

A Broker Who Proved Too Chatty, and Other Yarns

By THE ODD PARAGRAPHER.

Apologies of a recent lecturer's advice to the real estate class of the Y. M. C. A. that it is quite as important for a real estate broker to know when to hold his tongue as it is to know when to talk.

Before the present chimney building was erected on the Sullivan corner, at Broadway and Wall street, this broker succeeded in bringing negotiations for the sale of the property to the point of closing. Details completed, he placed the contract before B. D. Sullivan for his personal and signature. It was the biggest deal this broker had ever closed, and he was bubbling over with happiness.

He watched Mr. Sullivan read the contract and after he had read it he said: "The desire to say something pleasant to the man who was shortly to pay him a big commission was no longer to be restrained. Mr. Sullivan, that you are the oldest living graduate of Yale University," the broker remarked.

"I believe so," Mr. Sullivan replied, dipping his pen in the ink well. "And you have owned this property practically all of your life, haven't you?" the happy broker inquired, pleasantly.

Then followed a painful pause. "Yes," the owner replied reflectively, pushing the contract aside, "and I have decided to own it a while longer."

It Made a Difference in the Price.

Asked on another occasion what he would take for his costly Wall street corner, Mr. Sullivan replied: "Cover the site with silver dollars and its yours."

man turned suddenly and said: "Hold on, you mean to say the silver dollars horizontally. I mean perpendicularly."

How It's Done on Vesey Street. It was a very cold day and Vesey street's "curbstoners" were leaving the sidewalk very early. Two men were exchanging particulars of properties as they walked out. One paused outside of the exchange door and began taking down notes, using the window as a resting place. Suddenly he turned to the other and said: "This glass is too cold, let me use your back," and sitting the action to the word, he finished writing, resting comfortably upon the back of his companion.

Observing this procedure a bystander remarked: "Their offices are in their hats and their desks on their backs."

Young America's Land Problem. Opposition has developed from a new quarter against any building boom to provide new housing. In the opinion of certain very important future citizens of the United States the building stagnation of the last five years served an excellent purpose in that it made possible a record development of baseball diamonds for young America.

The budding Babe Ruths, Cobbs and Speakers, who had come to look upon their baseball homes as permanent, were rudely awakened this spring when they found their diamonds had been "captured" by excavators, masons and carpenters, who were busy erecting dwellings and apartment houses. In view of the growing shortage of baseball diamonds in all boroughs it is not unlikely that the future "greats" of the sandlots will lead a mass meeting and take steps to enjoin builders and landlords from further interference with their professional activities. Indignation is running so high among the boy wonders that a movement to boycott all houses erected on baseball diamonds may be expected.